

## **MISSOURI WIC STATE PLAN- SECTION 1 2015 GOALS AND OBJECTIVES**

### **I: Vendor Management**

GOAL 1: Maintain program integrity for vendor management

GOAL 1, OBJECTIVE 1: By September 30, 2015, improve the efficiency of the vendor monitoring process and assure compliance with USDA requirements.

#### **Strategy:**

1. Identify any areas where revisions are needed and implement those revisions to monitoring tools to improve vendor monitoring.

#### **Activities:**

- a. Ensure all vendor monitoring is completed by July 31<sup>st</sup>. Coordinate vendor monitoring with the LWP monitoring schedule to maximize efficient use of staff resources.
- b. Schedule staffs' vendor monitoring by geographical location to maximize travel resources and reduce travel time between vendors.
- c. Perform additional on-site revisits to ensure vendors are maintaining competitive pricing and sufficient WIC inventory.
- d. Perform additional on-site revisits to ensure vendors are allowing only WIC approved foods to be sold by a review of WIC sales receipts..
- e. Participate in any vendor coordinator meetings and/or training conducted in the USDA Mountain Plains Region or another USDA Region. Send appropriate WIC staff to cover the tracks offered.

GOAL 1, OBJECTIVE 2:

By September 1, 2015 develop additional resources, services and training for vendors to ensure their ability to meet program requirements related to the new food packages changes.

#### **Strategies:**

1. Revise web-based educational materials to include updated new WIC Approved food list information for vendors.

#### **Activities:**

- a. Update current electronic and web-based training information for vendors accordingly.
- b. Develop new website information sheets for vendors showing the new and deleted approved foods on the WIC Approved Food List and their minimum stocking requirements.

- c. Work with the retail vendors' headquarters to develop new marketing strategies and creating a set of posters promoting WIC healthy food options and revise and update the WIC shelf tags.
2. By July 1, 2015, create new training materials for annual vendor training and to be sent out to vendors that will result in more efficient program operations.

Activities:

- a. Develop additional web-based training modules for use by the vendor's point of sale WIC transactions.
- b. Provide additional training to state staff that will improve technical assistance provided to the local WIC agencies regarding the WIC checks and the problems being encountered by vendors.
- c. Create web-based training module for vendors on the Cash Value Vouchers (CVV) split tender issue. Have in place and available for use by February 1, 2015.
- d. Provide additional training to state staff to increase their efficiency in dealing with vendor issues.

**II: Nutrition Services**

**GOAL 1: Improve nutrition services provided to WIC participants in Missouri.**

GOAL 1, OBJECTIVE 1: By September 30, 2015, assess and transform how Missouri WIC uses social media for outreach and marketing when communicating with the public, WIC applicants and participants.

Strategies:

- a. Measure internal and external tools for managing information for WIC applicants and participants.

Activities:

- a. Develop an internal operating procedure relating to social media for Missouri WIC Program.
- b. Extend the use of social media for the WIC Program. (e.g. Facebook Tab, Facebook Status Post, Pinterest, etc.)
- c. Evaluate the effectiveness of the CY 2014 Facebook Campaigns. (e.g. May – December).
- b. Evaluate WICHealth.org on line nutrition education.
  - a. Encourage all LWPs to implement WICHealth.org in their WIC clinics to allow the option of online nutrition education to WIC participants.
  - b. Provide resource materials to LWPs to implement WICHealth.org as needed.

- c. Survey LWP staff and WIC participants to find out if they like using web based nutrition education.
- d. Track WICHealth.org usage by MO WIC participants.

GOAL 1, OBJECTIVE 2: Continue to offer professional development and opportunities for collaboration for local WIC provider and State WIC office staff in order to offer WIC services which are based on best-practice.

Strategies:

- 1. Coordinate with the Missouri WIC Association to provide training to local and state agency staff through the Biannual WIC Conference planned for October, 2014.

Activities:

- a. Evaluate speakers, location and timing of the 2014 WIC Conference.
- b. Survey WIC Conference attendees on what changes will take place at their WIC clinic to enhance customer service.

- 2. Provide updated Value Enhanced Nutrition Assessment (VENA) training to LWP Staff.

Activities:

- a. Determine what current LWP staff would benefit from the updated VENA training.
- b. Develop an ongoing VENA training for all new WIC counseling staff.
- c. Provide VENA trainings in each DHSS districts.

- 3. Assess LWP clinics using the revised Nutrition Services Standards (NSS).

Activities:

- a. Provide education to the LWPs on the NSS.
- b. Each LWP will work with their TA Team to complete a NSS self assessment of their clinic.
- c. With local and state agency staff, using the NSS staffing standards and the Participant Centered Services (PCS) State Assessment, develop a strategic plan to ensure quality nutrition services in WIC.

- 4. Determine what is needed at the LWPs to provide more comprehensive documentation from the professional staff at the LWP.

Activities:

- a. Review the 2014 Management Evaluation findings and determine what documentation training is needed at the LWPs.
- b. Review the documentation training that was provided throughout MO in 2012.
- c. Provide documentation training in the DHSS district locations to all professional staff.

- 5. Provide a basic nutrition course for LWP CPA/Nutritionists.

Activities:

- a. Assess the level of nutrition knowledge of CPA/Nutritionist staff at the LWPs.
- b. Develop nutrition training for LWP CPA/Nutritionist staff as needed.
- c. Provide nutrition training for LWP CPA/Nutritionist staff as needed.

6. Continue developing the Program for Dietetic Interns (PDI).

Activities:

- a. By April 30, 2015, provide Registered Dietetic (RD) exam prep resources and/or offer PDI didactic courses for LWP nutritionists that have completed a dietetic internship or coordinated program and have not yet taken or passed the RD exam.
  - b. By May 31, 2015, participate in the 2015 Missouri Dietetic Association Annual Meeting in Missouri. Send two (2) PDI staff (PDI Director and PDI Coordinator) to the meeting to determine new strategies and methods for recruiting dietetic preceptors and promoting PDI to potential interns.
  - c. By July 31, 2015, participate in the 2015 Area Nutrition and Dietetic Educators and Preceptors Annual Meeting (location to be determined). Send two (2) PDI WIC staff (PDI Director and PDI Coordinator) to the annual meeting to determine new strategies and methods for educating dietetic practitioners.
  - d. Provide stipend to interested LWPs with a nutritionist that is participating in PDI.
  - e. Continue making changes to PDI program to meet Accreditation Council for Education in Nutrition and Dietetics (ACEND) standards.
7. During FFY 2015, encourage state Registered Dietitians (RD) and local agency RDs to participate in the Academy of Nutrition and Dietetics Certificate of Training in Childhood and Adolescent Weight Management and/or the Certificate of Training in Adult Weight Management if held in MO, or other WIC applicable accredited training.

Activities:

- a. Find the locations of Academy of Nutrition and Dietetics trainings and if none available in MO, find out what other accredited trainings on these topics are available.
- b. Send 2 state RDs to this training.
- c. Send local WIC providers RDs to participate in these Academy of Nutrition and Dietetics trainings.
- d. Develop an ongoing list of upcoming training that may meet CEU requirements for local and state agency nutritionists.

8. Provide leadership training to state and/or local agency nutritionist staff.

Activities:

- a. Research when the NWA Leadership Academy will be conducted during FFY 2015 and identify a state staff person for this track.

- b. Fund one State Nutrition Specialist to participate in the 2014/2015 NWA Leadership Academy.
- c. Develop a plan to encourage local agency staff to participate in the NWA Leadership Academy.

**GOAL 1, OBJECTIVE 3:** By September 30, 2015, continue to create and manage WICNS program training courses in Adobe Software, e-Learning, training curriculums and events.

Strategies:

- 1. Continue converting identified WICNS trainings to e-Learning.

Activities:

- 1. Continue to convert areas of WIC Basic Orientation to e-Learning.
- 2. Convert applicable PDI trainings to e-Learning.
- 3. Integrate training curricula with learning management system (LMS) tracking database.
- 4. Continue to manage online training registration process for participant WIC trainings via the web.
- 5. Develop engaging e-Learning activities for learners using cases, scenarios and applications.
- 6. Coordinate with other program staff employed in state government in uses of Adobe Captivate.

- 2. Continue converting identified WICNS data system and security trainings to e-Learning.

Activities:

- a. Continue to convert MOWINS training to e-Learning.
- b. Maintain/update existing MOWINS e-Learning trainings as new releases are implemented.
- c. Maintain/update existing security training.
- d. Continue to manage online training registration process for MOWINS training via current registration software or until such time a new process is implemented.
- e. Develop engaging e-Learning activities for learners using cases, scenarios and applications.
- f. Coordinate with other program staff employed in state government in uses of Adobe Captivate.

**GOAL 2: Improve Maternal, Infant and Child Nutrition Health Status of Participants in the Missouri WIC Program.**

GOAL 2, OBJECTIVE 1: By September 30, 2015, increase breastfeeding initiation and duration rates within the Missouri WIC program, as measured by an:

- Increase in the percent of infants participating in WIC who are “breastfed ever” from 65.7 % (2013 State WIC MOWINS Reports) to 81.9% by September 30, 2015.
- Increase in the percent of infants participating in WIC who are breastfed at least six months from 14.9% (2013 State WIC MOWINS Reports) to 60.6% by September 30, 2015.

Strategy:

1. By September 30, 2015, enhance breastfeeding support and promotion within WIC through training, partnerships, and local and state agency staff development using evidence-based strategies.

Activities:

- a. Continue training local WIC staff through, “Using Loving Support to Grow and Glow in WIC” training, Breastfeeding Coordinator training and Breastfeeding Peer Counseling (BFPC) training and Quarterly Peer Counselor Meetings. The BFPC training will include the updated materials provided by FNS.
- b. Provide recognition to agencies that have met the qualifications to become a “Breastfeeding Friendly WIC Clinic” and to continue working with other WIC agencies to implement the criteria.
- c. Continue developing single topic breastfeeding education sheets and post on the WIC website to be available for local WIC provider staff, WIC participants and healthcare providers.
- d. Offer the 18 Hour Basic Breastfeeding Course for WIC staff and healthcare professionals. This course is a requirement for agencies implementing the Breastfeeding WIC Clinic Criteria.
- e. Expand the BFPC program statewide by having 5 additional local WIC providers offer BFPC services.
- f. Increase the number of Missouri “*Breastfeeding Friendly Worksites*” in collaboration with the Missouri Breastfeeding Coalition. Continue promoting through local WIC agencies and health departments to plan events to recognize employers who meet the criteria from sixty to two hundred.
- g. Increase the number of Missouri Show Me 5 Hospitals from five to ten to encourage hospitals to implement the Ten Steps to Successful Breastfeeding of the Baby Friendly Hospital Initiative.
- h. Implement the Missouri Breastfeeding Friendly Childcare Program and encourage local WIC agencies to educate childcare providers on breastfeeding and promote the program.

GOAL 2, OBJECTIVE 2: Decrease the percent of Missouri children age 2 – 5 who are obese, as measured by a:

- Decrease in the percent of children, 2- 5 years old, who are obese (BMI- for-age  $\geq 95$ th percentile) from 10.7% (2005-2008 NHANES) to 9.6% (2020 Healthy People goal for children age 2-5).

Strategies:

1. By September 30, 2015, provide guidance to LWPs to implement Fit WIC MO strategies or other evidence based health strategy in 100% of clinics.

Activities:

- a. Establish a task force of local agency staff, state agency staff, and additional DHSS staff representing child nutrition and obesity programs, with the purpose of developing a 5 year Fit WIC MO plan.
- b. Develop a WIC child obesity prevention (Fit WIC MO) budget and request funding.
- c. Develop guidance for local agencies to plan, budget and evaluate Fit WIC MO and other evidence based activities-through the next 5 year LAP process.

**GOAL 3: Implement the WIC Food Package Final Rule for WIC participants offering more variety in allowed foods and providing more cultural diversity in WIC foods.**

GOAL 3, OBJECTIVE 1: By September 30, 2015, implement the change to the final WIC Food Package Final Rule issued on March 4, 2014.

Strategies:

1. Review all documents for implementing the food package final rule.

Activities:

- a. Review WIC policy memorandums addressing the WIC food package final rule.
- b. Review USDA FAQs listed on the USDA website.

3. Adhere to the Implementation Tracking Tool timeline developed and submitted to Mountain Plains Regional Office (MPRO) in FFY 2014.

Activities:

- a. Provide a food package that has more cultural diversity for the diverse WIC population in MO.
- b. Update MOWINS computer system.
- c. Submit revised policies to MPRO adhering to the Implementation Tracking Tool.
- d. Implement food package changes per schedule.

4. Conduct statewide training for implementing the WIC Food Package Final Rule.

Activities:

- a. Review the Food Package Final Rule Implementation Tracking Tool.
- b. Research and develop trainings for LWPs and Vendors.

- c. Provide LWP and Vendor training statewide.
- 5. Develop the Missouri WIC Approved Food Insert (insert/card) Effective April 1, 2015 – September 30, 2015).

Activities:

- a. Survey LWP and WIC participants to determine what WIC foods are preferred vs. not used.
  - b. Utilize information obtained from the surveys for developing the WIC approved food list
6. Develop the WIC Approved Food List (Effective: October 1, 2015 – September 30, 2017).

Activities:

- a. Contact food manufacturers requesting nutrition, packaging and pricing information for WIC foods.
- b. Evaluate submitted nutrition, packaging and pricing information.
- c. Determine foods for the WIC food package that begins October 1, 2015.
- d. Develop the WIC Approved Food List brochure.

### **III. Information Systems**

GOAL 1: Continue to improve the Missouri WIC Information Network System (MOWINS)

GOAL 1, OBJECTIVE 1: By September 30, 2015, continue making enhancements and eliminating defects in MOWINS.

Strategies:

- 1. Work to make performance (speed) improvements to MOWINS.

Activities

- a. Work with enhancement contractor, Executive Steering Committee and Change Control Work Group to evaluate MOWINS and complete architecture changes.
2. Continue to make enhancements to MOWINS to improve the functioning of the system.

Activities:

- a. Maintain an Internet-based form (and supporting database) for local agencies and state staff to enter suggestions for enhancements.
- b. With input from the LWP Task Force, analyze results from the database to determine enhancements that are requested and are feasible.



3. Prioritize enhancements.
  4. Enter enhancements in JIRA software.
  5. Coordinate with SPIRIT Users Group to have selected enhancements implemented.
  6. Whenever possible, pilot enhancements to MOWINS with the LWP task force before pushing to entire state.
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3. Continue to eliminate as many defects in MOWINS as possible within the year's period of time.

Activities:

- a. Identify potential defects in MOWINS.
  - b. Coordinate with contractor and SPIRIT Users Group (SUG)/Change Control Work Group (CCWG) to ensure defects are eliminated. Develop prioritized list of defects to ensure those that are most urgent are worked on first. Reprioritize as necessary.
  - c. Participate as a member of the SPIRIT Users Group Executive Steering Committee and attend in- or out-of-state meetings of the group in order to represent Missouri issues and needs, provide overall direction for the application enhancements and defect fixes and work with USDA on issues of common concern to ensure the base application (SPIRIT) is working for all states that have transferred it.
  - d. Participate as a member of the SUG, Executive Steering Committee (ESC) and CCWG and attend in- or out-of-state meetings in order to represent Missouri in the development of SUG solutions, improvement of process efficiencies, identification of goals and implementation strategies to meet the goals.
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3. Analyze local WIC agency and state WIC staff user roles and security levels for access to MOWINS before implementing major releases into production.

Activities:

- a. Before implementing a major release, assess the release to determine if there are new features which require access changes or to determine if there are deleted features which would require a change in the current roles and access levels.
- b. Determine which security levels should be assigned for each user role.
- c. Communicate security level changes to local WIC provider and state WIC staff.
- d. Implement security level changes in MOWINS with each new release or as needed.
- e. Revise and maintain the annual security training for state and local agency staff.

GOAL 2: Prepare for Implementation of Electronic Benefits Transfer (eWIC)

GOAL 2, OBJECTIVE 1: By September 30, 2015, complete documents required to implement eWIC.

Strategies:

1. Complete the documents necessary to initiate the contracted resources needed for implementation through statewide roll-out.

GOAL 2, OBJECTIVE 2: By September 30, 2015, complete necessary technology changes needed for MOWINS.

Activities:

- a. Establish the interface between the eWIC system and MOWINS.

GOAL 2, OBJECTIVE 3: By September 30, 2015, begin development of resources needed for the EWIC Implementation project.

Strategies:

1. Establish the WIC eWIC resource task group to work on resource items.

Activities:

- a. Determine needs of new resources and develop as needed.
- b. Determine card strategy acquisition.
- c. Determine pin pad acquisition and distribution schedule to LWPs.
- d. Determine the size of new food list and layout.
- e. Develop new WIC ID folder.

GOAL 2, OBJECTIVE 4: By September 30, 2015, complete information about WIC approved food items needed for the eWIC food database.

Strategies:

1. Develop database for the Universal Product Codes (UPCs) of WIC approved foods.

Activities:

- a. Conduct an analysis of best practice for creating the database.
- b. Work with entity developing UPC database for accuracy and completeness of database.

GOAL 2, OBJECTIVE 5: By September 30, 2015, assure staff has the knowledge necessary for successful eWIC implementation.

Strategies:

1. Attend trainings and meetings to continue to learn about eWIC.

Activities:

- a. Attend user group meetings as scheduled.
- b. Visit other eWIC states as necessary to prepare for implementation of EBT.

IV: Organization and Management

GOAL 1: Improve customer service to local WIC agencies, vendors and other stakeholders.

GOAL 1, OBJECTIVE 1: Maintain regular communication with local WIC agencies and vendors.

Strategies:

1. Establish a WIC Advisory Committee, whose purpose would be to provide the State Agency with Local WIC Provider and participant input and recommendations on proposed new or revised policies and procedures.

Activities:

- a. Visit a state with a current Advisory Committee for technical assistance.
  - b. With LWP input, craft the mission and purpose of an Advisory Council.
  - c. Create the operational policies and procedures of the Advisory Council.
2. Create multiple opportunities to meet with local WIC providers and vendors to share program updates, answer questions and address issues.

Activities:

- a. Meet quarterly with the Missouri WIC Association board and the DHSS Director's Advisory Council for Local Public Health to share information and solicit input on program issues.
  - b. Conduct or participate in at least annual meetings with local agency WIC staff in the Department Districts to share information and listen to issues and concerns facing local WIC providers.
  - c. Meet at least quarterly with the Missouri WIC Vendor Committee to address vendor-related issues and solicit input.
3. Conduct regular planning and team building meetings/conferences/training to improve staff communication skills with agencies, vendors and other stakeholders.

Activities:

- a. Conduct a team building training for state WIC staff during at least one upcoming quarterly WIC staff meeting. The topic selected will be applicable to all state WIC staff and contain immediately usable content to improving staff communication with local agencies and vendors.
- b. Explore using other media (ie- blog, newsletter) to enhance communication between the state and local agencies.

GOAL 1, OBJECTIVE 2: Assist local WIC agencies with maintaining caseload and providing quality services.

Strategies:

1. By August, 2015 conduct a strategic planning session in collaboration with Local WIC Agencies to develop an implementation plan for enhancing WIC services and develop a PCS strategic plan.
2. Improve outreach to community partners.

Activities:

- a. Create outreach materials for the medical community and employers that promotes the benefits of WIC services.
- b. Provide outreach materials to other bureaus that serve our population.

GOAL 2, OBJECTIVE 2: By September 30, 2015, WIC State Office staff will participate in regional/national WIC-related meetings and conferences to improve program knowledge and operations that assure USDA requirements are met.

Strategies:

1. By October 31, 2014, participate in the Mountain Plains Region WIC Directors meeting in Wyoming. Send the WIC director and any other staff (e.g., vendor coordinator, nutrition coordinator, etc.) as requested.
2. By March 30, 2015, participate in the NWA Leadership Conference in Washington, DC. Send the WIC Director and Nutrition Coordinator to attend the conference.
3. By May 31, 2015, participate in the 2015 NWA Annual Conference in Los Angeles California. Send four (4) WIC staff to attend the conference and cover the four training tracks offered.
4. By September 30, 2015, participate in the NWA Program Integrity and Technology conference. Send three (3) staff to attend the conference to cover the Vendor, MIS and EBT tracks.
5. By September 30, 2015, send State Nutritionist to participate on the NWA Board representing the MPRO Nutritionists. There are 4 quarterly Board Meetings that Rita is required to attend during the year.
6. By September 30, 2015, send two staff to fiscal training at the Mountain Plains Regional Office in Denver.

GOAL 2, OBJECTIVE 3: By September 30, 2015, offer leadership training to selected Local Agency staff by sponsoring participation in regional/national WIC-related trainings and conferences to improve program knowledge and operations that assure best practice of the USDA requirements are met.

Strategies:

1. Research the dates and requirements for the 2015 NWA Leadership Academy and develop requirements to offer a scholarship to a LWP WIC staff person.
2. By March 30, 2015, develop application requirements to send 2 LWP staff to the NWA Leadership Conference in Washington, DC.

## **V. Nutrition Services and Administration (NSA) Expenditures**

GOAL 1: Continually evaluate administrative services provided to LWPs in Missouri.

GOAL 1, OBJECTIVE 1: By September 30, 2015 evaluate and update fiscal policies to provide guidance to the LWPs.

Strategies:

1. Review and update policies on allowable costs.
2. Update the indirect cost policy to be compliant with the new Super Circular.

3. Assure LWPs are trained on the updated fiscal policies.

GOAL 2, OBJECTIVE 2: Monitor NSA expenditures to assure sound fiscal management.

Strategies:

1. Conduct monthly reviews of NSA expenditures.
2. Review the online invoicing system in order to upgrade services to LWPs.
3. Provide technical assistance to LWPs regarding budgets and expenditures.

**VI. Food Funds Management**

GOAL 1: Manage food funds to maximize effectiveness.

GOAL1, OBJECTIVE 1: Continually monitor and analyze food costs.

Strategies:

1. Monitor food package costs, inflation and caseload.
2. Coordinate with other fiscal units in the Department to review projections of food costs.